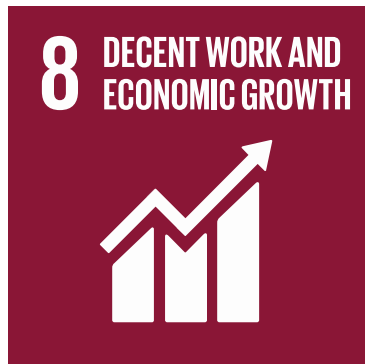




**SUSTAINABLE
DEVELOPMENT
GOALS**








Verdensmålene:

- **Hvorfor har vi dem?**
- **Hvorfor giver de mening for virksomheder?**
- **Hvordan kan man komme i gang med at arbejde med dem?**





SAME
OLD SHIT

CRAZY
NEW SHIT

MORTEN JASTRUP

Sustainable Business Services

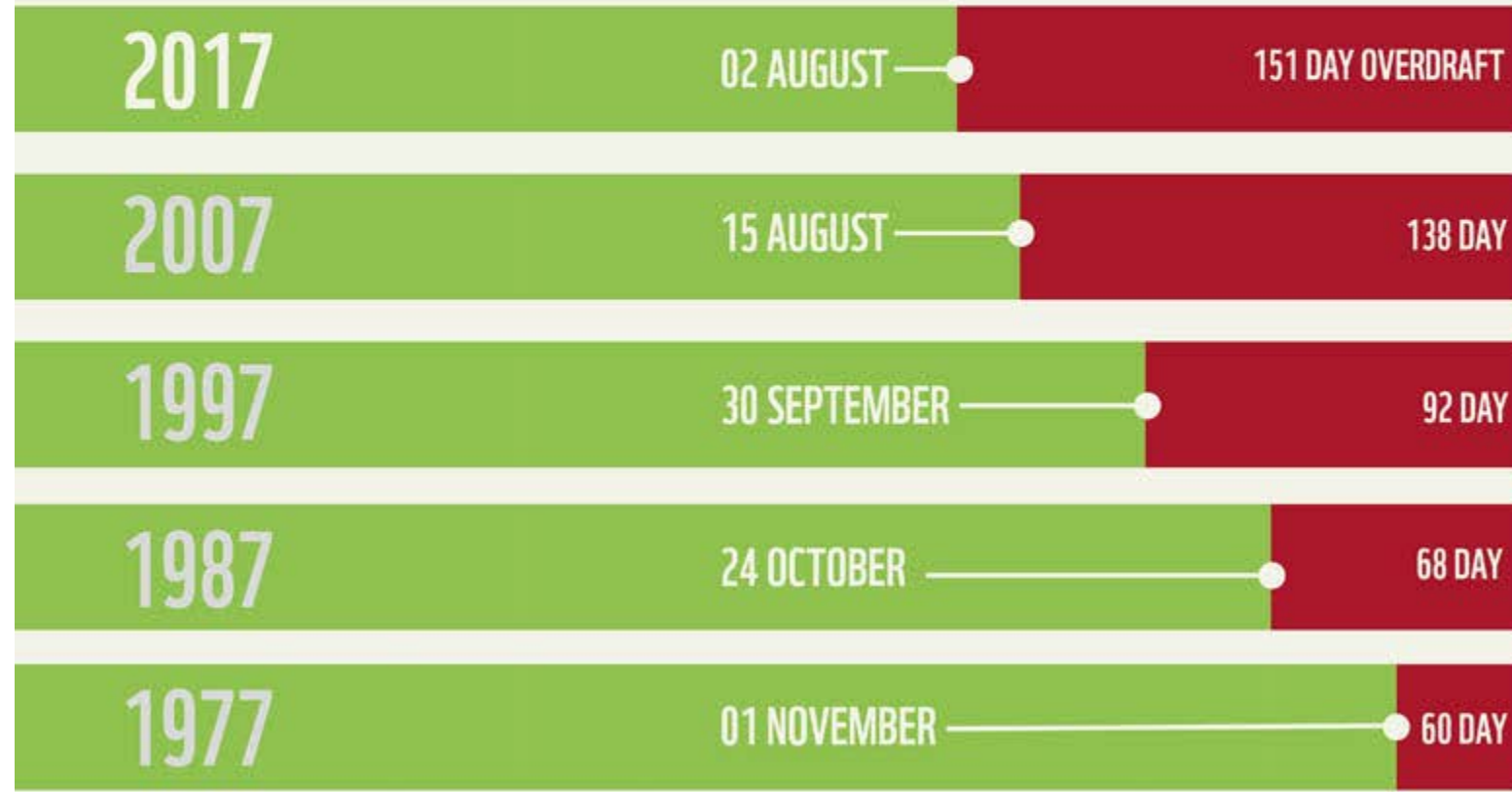




EARTH OVERSHOOT DAY

THE DAY BY WHICH WE USE UP THE YEAR'S SUPPLY OF NATURAL RESOURCES!

In less than eight months, human consumption has been more than what the Earth can provide for the entire year. In economic terms, today we go into ecological deficit spending. This day is Earth Overshoot Day - and the date has been moving forward each year.



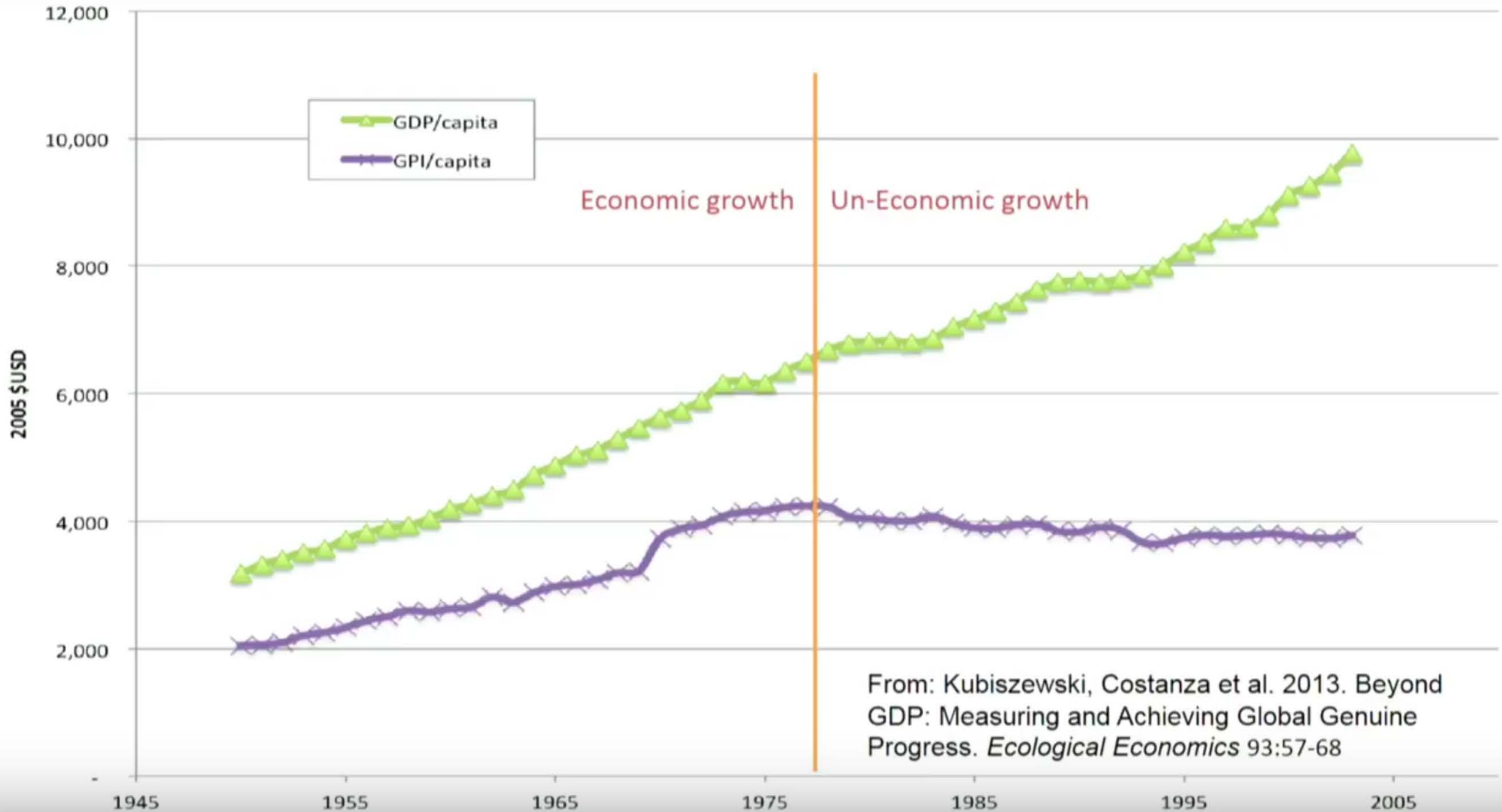
LET'S PLEDGE TO MAKE THE RIGHT CONSUMPTION CHOICES FOR THE PLANET!

When would Earth Overshoot Day land if the world's population lived like...





Global GPI/capita & GDP/capita



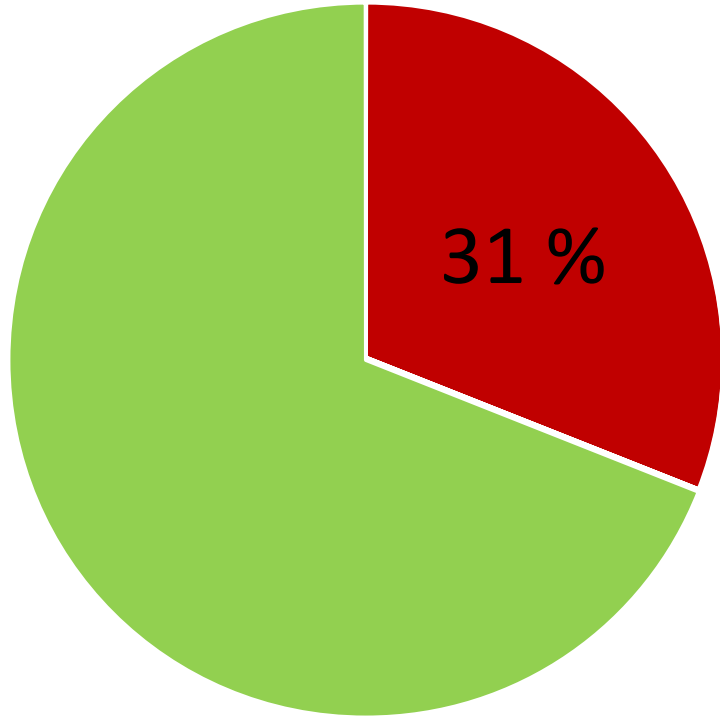
From: Kubiszewski, Costanza et al. 2013. Beyond GDP: Measuring and Achieving Global Genuine Progress. *Ecological Economics* 93:57-68

A photograph of a city sidewalk. In the foreground, three large, full, gold-colored plastic trash bags are lying on the pavement. In the background, several people are walking along the sidewalk. To the right, a row of cars is parked along the street. The scene is brightly lit, suggesting a sunny day.

25.000.000.000.000 USD

~90 x Danmarks BNP

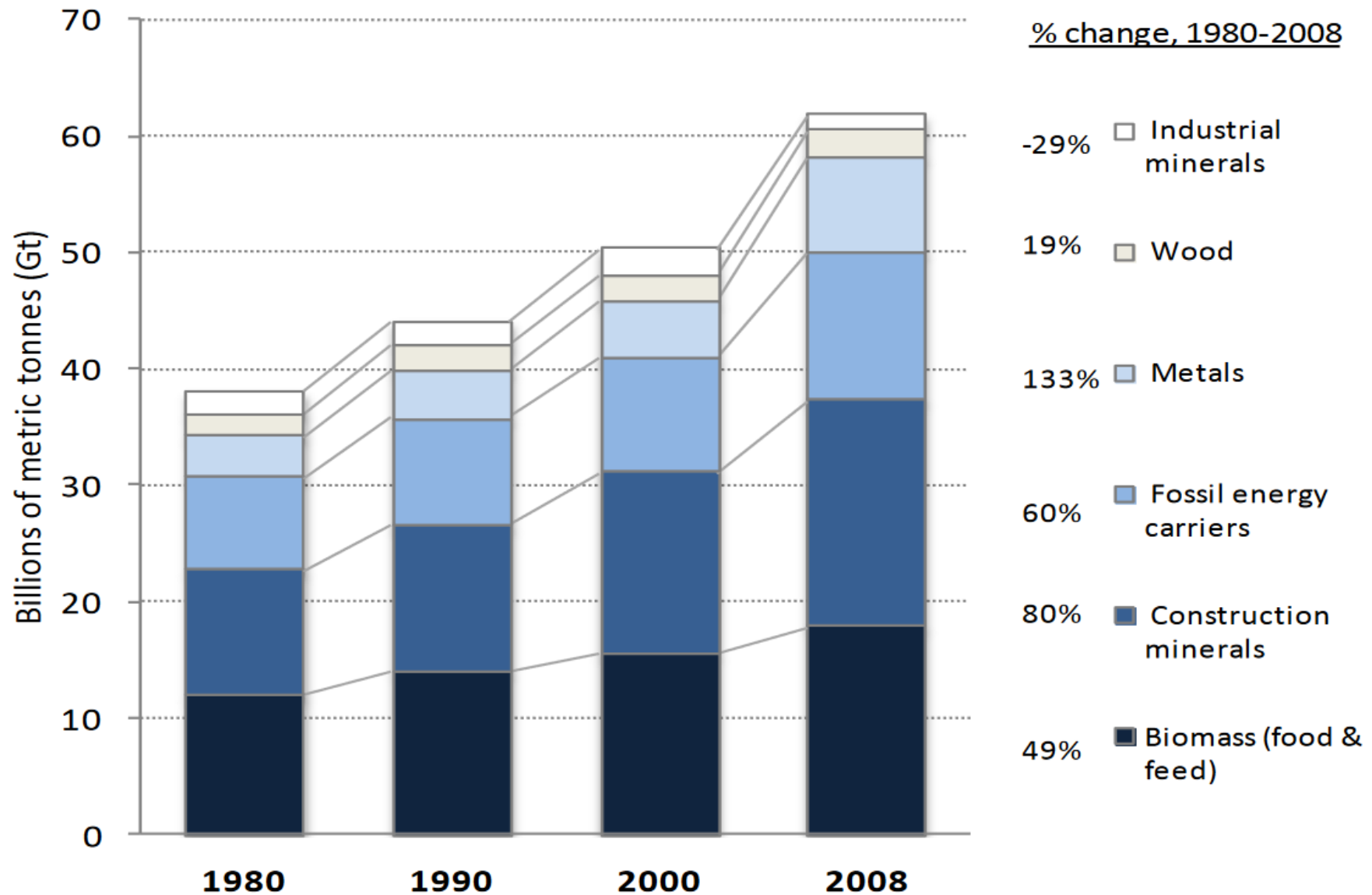
1/3 af Global BNP



Vi spilder 1/3 af det globale BNP

31 % of Global GDP is lost to conflict, illiteracy, climate change, gender inequality etc. and losses are growing. The case for investing in a fair and sustainable world has never been stronger (source: Business & Sustainable Dev. Commission - 2017)

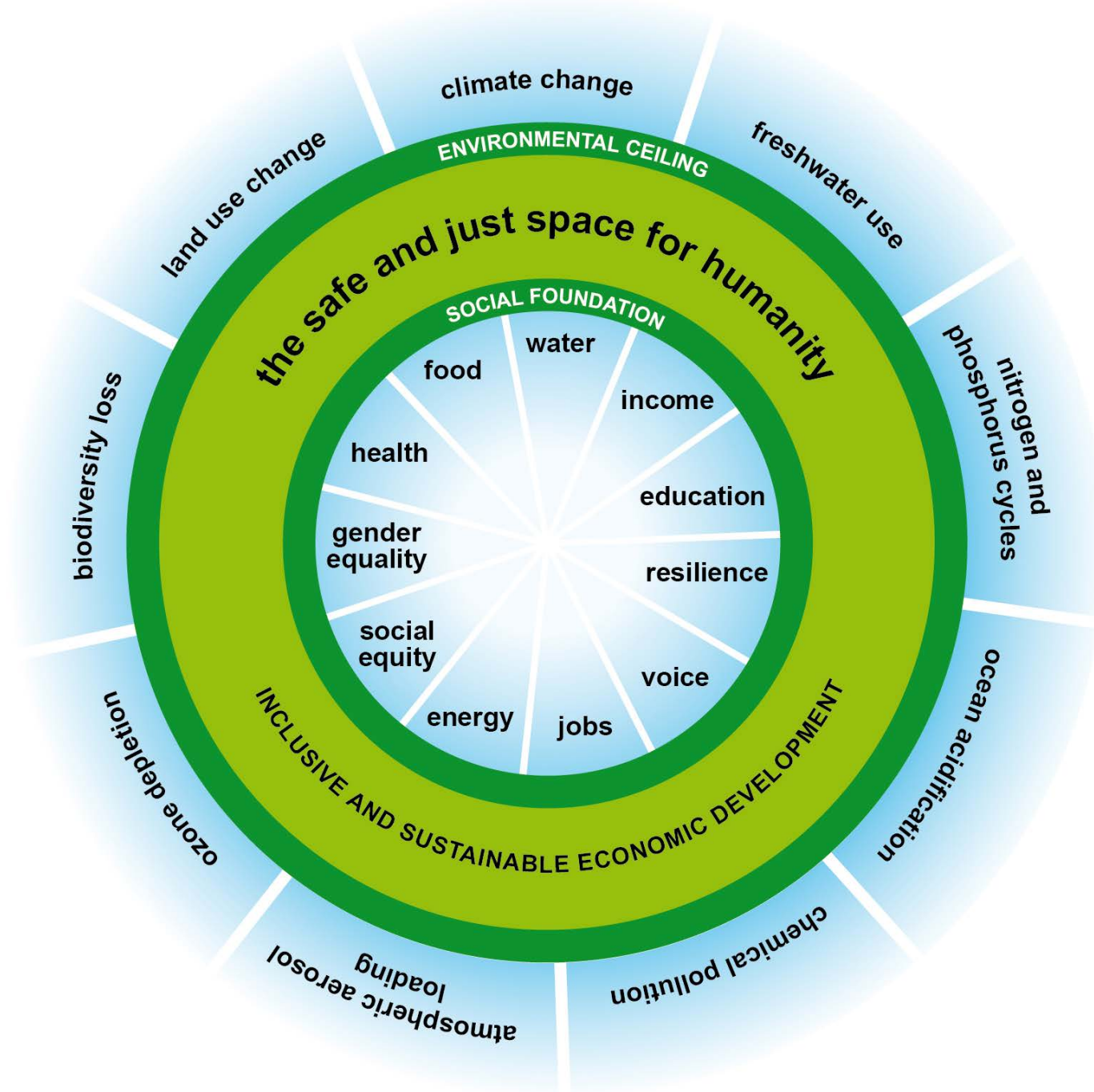
Figure 1. Global material resource extraction



Source: SERI (Sustainable Europe Resource Institute) material flows database.

SAME
OLD SHIT

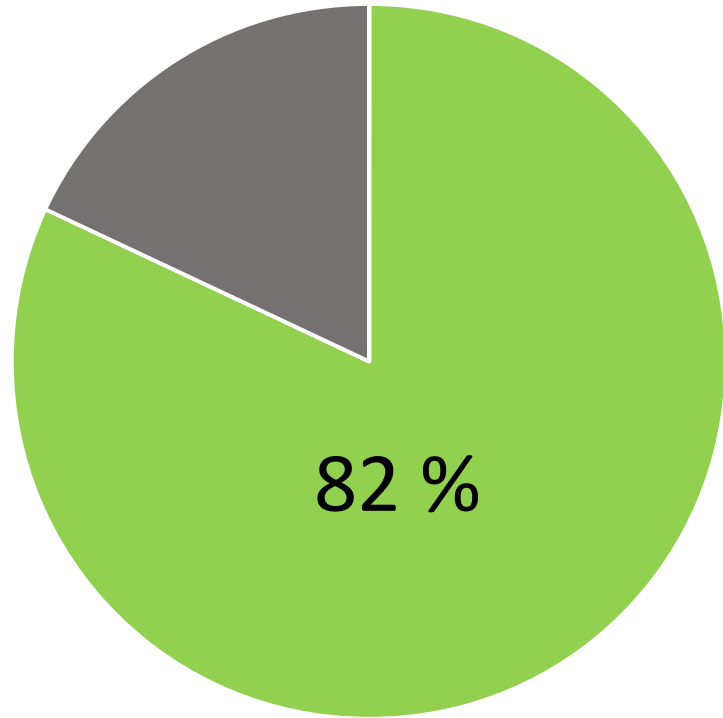
CRAZY
NEW SHIT





SUSTAINABLE DEVELOPMENT GOALS





Investorer tror på bæredygtighed

82 % of investors says sustainability is "very" or "quite" important for a business' value creation potential (source: MIT Sloan/BCG: Investing For a Sustainable Future - 2016)

“Finally, we provide evidence that High Sustainability companies significantly outperform their counterparts over the long-term, both in terms of stock market as well as accounting performance. ”

Eccles, Robert G. and Ioannou, Ioannis and Serafeim, George, The Impact of Corporate Sustainability on Organizational Processes and Performance (December 23, 2014). Management Science, Volume 60, Issue 11, pp. 2835-2857, February 2014.

Evolution of \$1 invested in the stock market in value-weighted portfolios

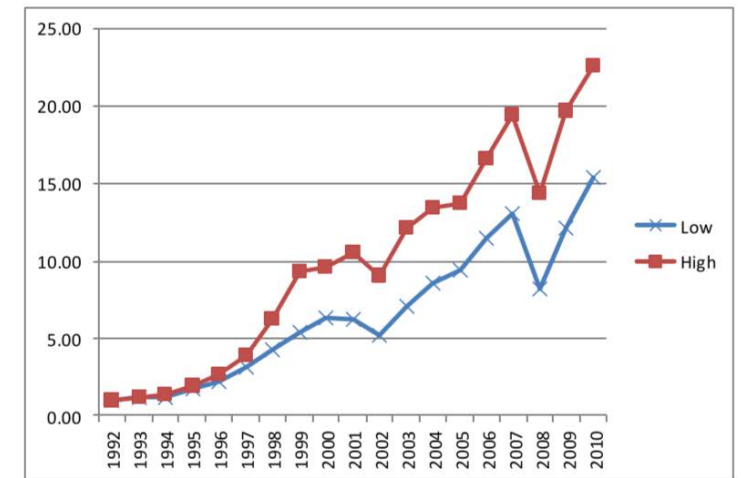
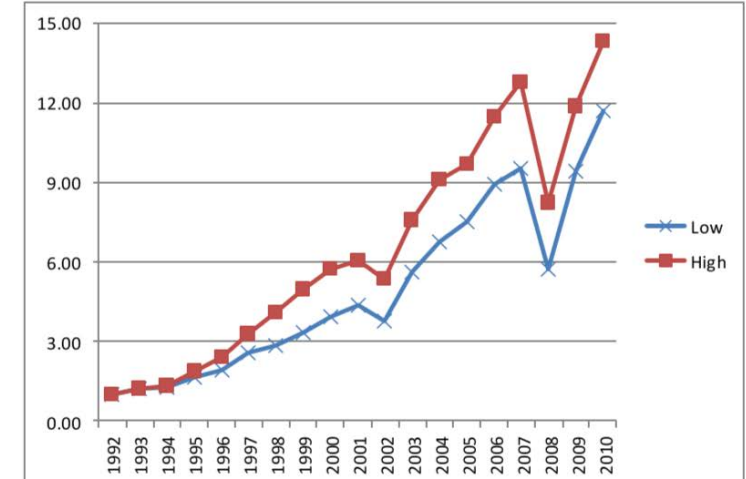
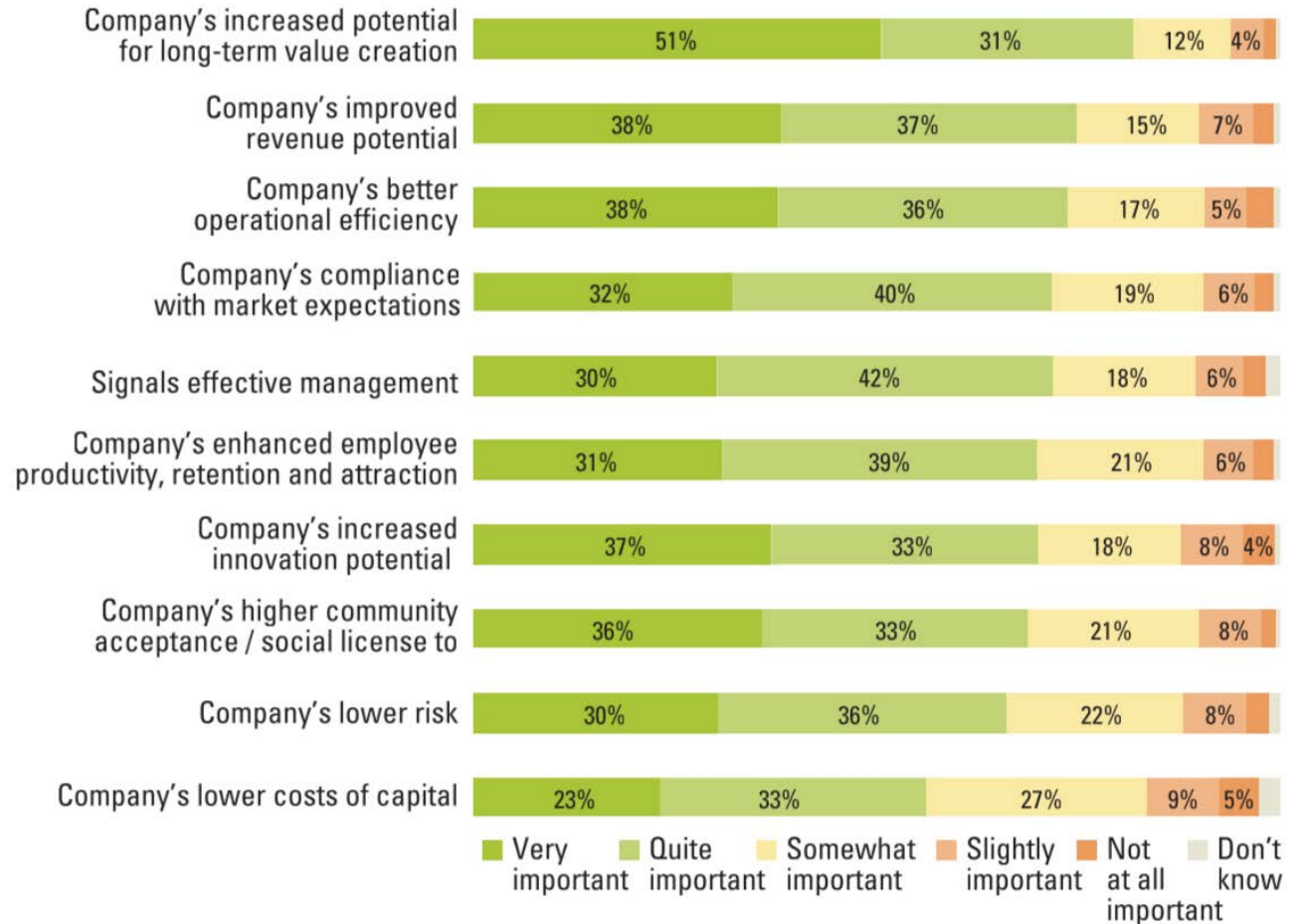


Figure 2

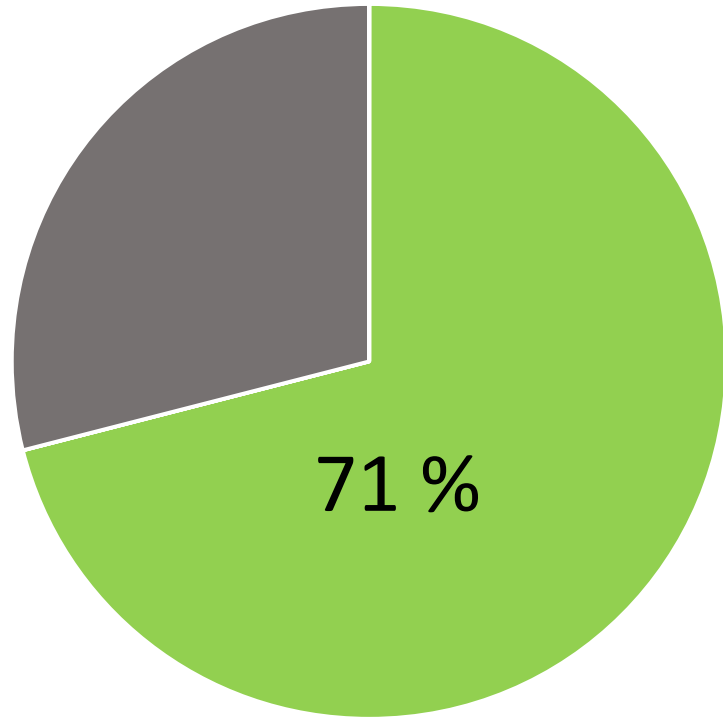
Evolution of \$1 invested in the stock market in equal-weighted portfolios



Why is a company's good sustainability performance important to your firm when making investment decisions?



Source: MIT Sloan/BCG: Investing For a Sustainable Future, 2016.



(Store) virksomheder ønsker at være mere bæredygtige

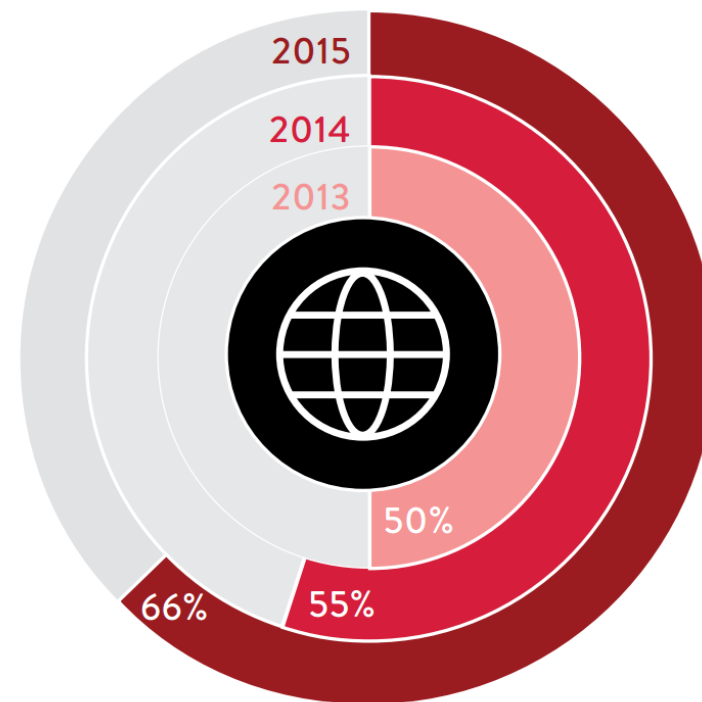
71 % of businesses plan to embed the SDGs in their business (source: PwC: Make it Your Business - 2016)

Hvad sker der - forbrugere:



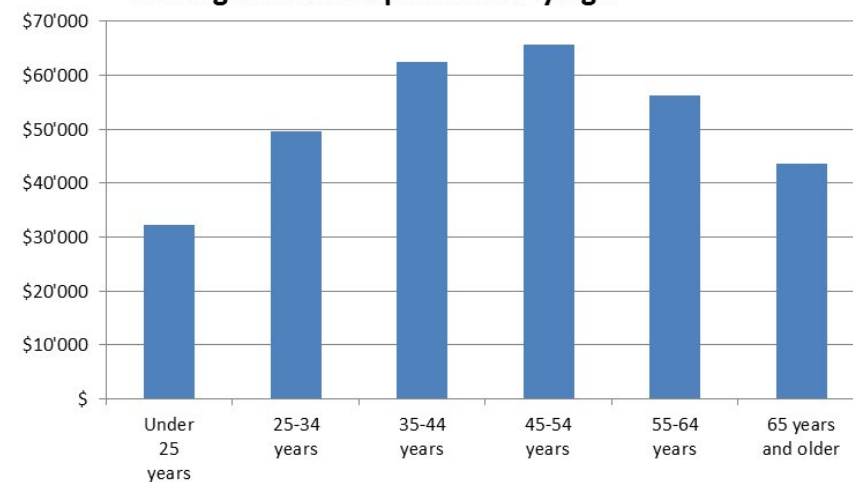
Source: Nielsen, 2015: The sustainability imperative.

Willing to pay more for sustainability:












Millenials:
2014: ~50%
2015: ~75%

Average Annual Expenditure By Age



Source: Consumer Expenditure Survey, U.S. Bureau of Labor Statistics, September, 2015

Værdien af et godt omdømme

Company	Reputation Contribution	Reputation Contribution change (% points)	2015 Rank	Reputation Value (Jan 2016)
	57.8%	8.1%	1	£48,356m
	53.8%	8.5%	8	£62,061m
	48.3%	2.3%	7	£20,302m
Johnson Matthey	47.5%	0.1%	5	£2,181m
AstraZeneca 	47.4%	7.1%	13	£25,198m
	46.2%	-0.1%	6	£2,855m
	46.2%	1.3%	10	£8,056m
	44.7%	28.7%	119	£14,897m
	44.3%	8.1%	23	£10,845m
	44.1%	9.3%	30	£15,450m

Source: The 2016 UK Reputation Dividend Report

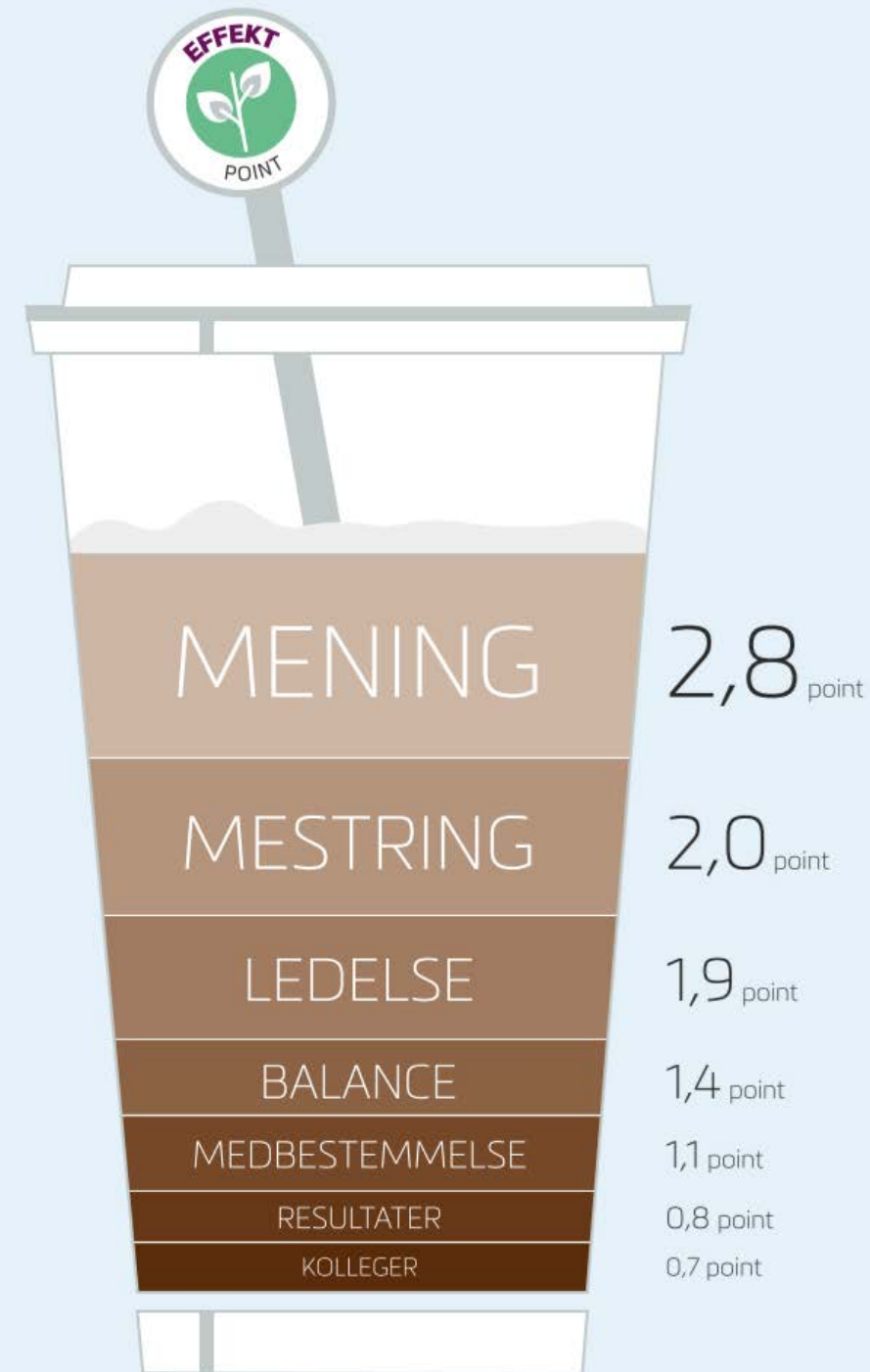
Fig 2: The Most Economically Impactful Reputations in the UK 2016

Hvad sker der - ansatte:



Labor productivity effect of environmental labour stan

Source: DELMAS and PEKOVIC: Environmental standards and labor productivity: Understanding the mechanisms that sustain sustainability



“With a reputation for sustainability, companies attract and retain employees, consumers, B2B customers and investors, and they secure their licence to operate.”

Business and Sustainable Development Commission, 2017

EXHIBIT 2:

60 biggest market opportunities related to delivering the Global Goals

	 Food and Agriculture	 Cities	 Energy and Materials	 Health and Well-Being
1	Reducing food waste in value chain	Affordable housing	Circular models - automotive	Risk pooling
2	Forest ecosystem services	Energy efficiency - buildings	Expansion of renewables	Remote patient monitoring
3	Low-income food markets	Electric and hybrid vehicles	Circular models - appliances	Telehealth
4	Reducing consumer food waste	Public transport in urban areas	Circular models - electronics	Advanced genomics
5	Product reformulation	Car sharing	Energy efficiency - non-energy intensive industries	Activity services
6	Technology in large-scale farms	Road safety equipment	Energy storage systems	Detection of counterfeit drugs
7	Dietary switch	Autonomous vehicles	Resource recovery	Tobacco control
8	Sustainable aquaculture	ICE vehicle fuel efficiency	End-use steel efficiency	Weight management programs
9	Technology in smallholder farms	Building resilient cities	Energy efficiency - energy intensive industries	Better disease management
10	Micro-irrigation	Municipal water leakage	Carbon capture and storage	Electronic medical records
11	Restoring degraded land	Cultural tourism	Energy access	Better maternal and child health
12	Reducing packaging waste	Smart metering	Green chemicals	Healthcare training
13	Cattle intensification	Water and sanitation infrastructure	Additive manufacturing	Low-cost surgery
14	Urban agriculture	Office sharing	Local content in extractives	
15		Timber buildings	Shared infrastructure	
16		Durable and modular buildings	Mine rehabilitation	
17			Grid interconnection	



SAME
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How should business engage?

SDG Compass Guidelines

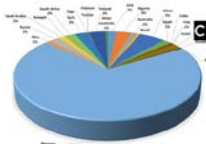
- A core component of the SDG Compass is the **guidelines** that it puts forward in terms of how to integrate the SDGs into business.
- This guidance revolves around a **5 step iterative process**.





INTERNATIONAL INTERDEPENDENCE

Though globalization has taken a beating, international exchange of goods, money and information does not seem to slow down.



COMPETITION FOR RESOURCES

Data on resource flow and how to create optimal value from scarce resources will be very valuable.



MULTINATIONALS LEADING A CULTURE OF RESPONSIBILITY IN BUSINESS

Green is the new black in big business.

Synthesis Board

Really Important

Somewhat Important

Not that Important

Insights Card

Theme: What is the theme or cluster of trends that inspires this insight?

Insight: What is your new understanding. Give it a title and describe it in a few words:

Relevance: Why is this relevant to your business' 2030 strategy?



